

3rd Birthday Sale

Lipman Wolfe & Co.
Merchandise of Merit Only

Today's Sales Rival Those of Opening Day in Economy
IMPORTANT—Be Sure and Come Today, for the Store Will Be Closed All Day Thursday

Millinery

—One naturally thinks of Lipman, Wolfe & Company, so when we announce an unusual sale, you come prepared to find something out of the ordinary—and you are never disappointed.



Trimmed Models

—Designed and created especially for the Birthday Sale, reflecting the advanced modes for Fall and Winter.

Regular Would Be \$12.50
Birthday Sale
\$9.95

—The most perfect creations of the milliners' art—the most unusual styles at their regular price of \$12.50, and at \$9.95 will be sure to create the most unusual interest. Models of fine velvet, mostly black with a touch of color—tricorn shapes, quadracorne shapes—hats with brims and hats in the close-fitting effects—many are copies of French models—all most effectively trimmed.

New Lyons Velvet Untrimmed Hats

Exceptional at Their Regular Price of \$3.00.
Wednesday in the Birthday Sale They Will Be

Very Special **\$1.95**

—We wish to call your particular attention to the unusual quality of the velvet used in these shapes, a quality which is seldom found in hats at this price—and the shapes are the smartest medium and large models—the entire brims are fitted on the frames without any seams. In black and colors.

\$4.50 Is the Regular Price of These
Handsome French Ostrich Plumes
Birthday Sale Wednesday **\$1.95**

In brilliant black, in white, in all the new colors.

—Feathers of the finest African male stock, having broad full flues—feathers of rich quality that is seldom if ever found in a sale at this price, but were secured especially for this Birthday event. —Third Floor

\$1.00 Leather Pullman or Bedroom Slippers
Birthday Sale **59c**

—Of good quality tan or black soft leather and lined. Fitted in a soft leather case, so compact they will fit in a coat pocket. Sizes for both men and women.

\$3.00 Two-Fold Leather Music Rolls \$1.95

—Good quality goatskin seal grain, moire lined, carried by stout handle, all with initial fasteners. —First Floor

FUR TRIMMED—Especially New—That's Why These Suits Are Here

—Yes, madam, the Dress Goods Sale eclipsed any event ever inaugurated by this section of our store.

Fall Dress Goods

For Women, Misses and Children

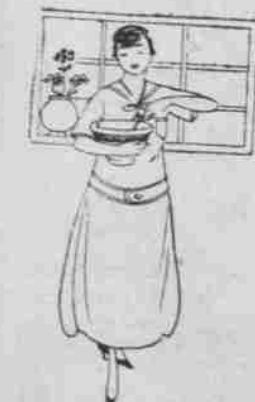
For Suits, Coats and Dresses of Every Description

—One woman remarked, after being shown the different materials on sale, "Why, I paid \$2.25 for the identical material elsewhere." That was one of similar remarks made repeatedly during the day's selling.

—Many weaves and fabrics in this offering that could not be duplicated at wholesale for a third and half more than they are being offered in this Birthday celebration. Every well-known fabric, every color now in greatest demand, and above all every yard of material **56 inches wide**.

Regular Price \$1.50 to \$2.50 a Yard
Birthday Sale **98c**

Second Floor



Two entirely new styles in
85c Middy Aprons
Birthday Sale **59c**

—One model, as illustrated, in plain colored percale in lavender, light blue, pink and light figures. Made to slip over head, with sailor collar, or collarless, laced at front, belted all around, finished with white or black and white pipings.

—The other style of blue, pink or cadet percale, slips over head, fastens from neck to under-arm, round neck, belted all around, forming complete house dress. Trimmed with piping. —Fourth Floor

The Latest Fashion in Neckwear
Large Maline Ruffs

Regular Price \$1.00

—Made of waterproof maline, soft and fluffy, fastening with ribbon bow in front. Colors are white, navy, brown and black. Birthday Sale. **59c**

First Floor

Black Silks

What a Glorious Day's Business
What Throngs! What Enthusiasm!
Seven Months' Work Rewarded in

One Day

—Are you coming? Have you received your share of silk prizes?
—Over 33,000 yards of the most beautiful silks, fresh from the looms of the foremost silk manufacturers. Every weave and weight in glorious **black silks** is offered in this Birthday Sale at **prices lower than ever before quoted on similar qualities**.



—Messalines, Taffetas, Gros de Londres, Gros de Paris, Satin Duchess, Satin Charmeuse, Bengalines, Poplins, Faille, Moire, Crepe de Chine.

Black Chiffon Taffeta		Grosgrain Brilliant	
\$1.00	Black 36-in. Silks 79c	\$2.50	Black 36-in. Silk \$1.69
\$1.25	Black 36-in. Silks 89c	\$1.75	Black 24-in. Silk \$1.19
\$1.50	Black 36-in. Silks 95c	Black Faille	
\$1.75	Black 36-in. Silks \$1.19	\$1.75	Black 36-in. Silk \$1.29
\$2.00	Black 36-in. Silks \$1.35	\$2.00	Black 36-in. Silk \$1.43
\$2.25	Black 40-in. Silks \$1.69	Black Faille Francaise	
Black Messaline		\$2.50	Black 36-in. Silk \$1.89
90c	Black 36-in. Silk 69c	Black Bengaline	
95c	Black 36-in. Silk 74c	\$2.00	Black 36-in. Silk \$1.43
\$1.00	Black 36-in. Silk 79c	Pekin Stripe Taffeta	
\$1.25	Black 36-in. Silk 95c	\$1.75	Black 36-in. Silk \$1.09
\$1.50	Black 36-in. Silk \$1.19	\$2.00	Black 36-in. Silk \$1.45
Black Duchess Satin		Black Moire	
\$1.00	Black 36-in. Silk 83c	\$2.00	Black 36-in. Silk \$1.35
\$1.50	Black 36-in. Silk 95c	Black Crepe de Chine	
\$2.00	Black 36-in. Silk \$1.19	\$1.25	Black 40-in. Silk 98c
Black Peau de Soie		Black Crepe Meteor	
\$1.25	Black 36-in. Silk 89c	\$3.00	Black 43-in. Silk \$2.48
\$1.50	Black 36-in. Silk 98c	—Second Floor	
\$2.00	Black 36-in. Silk \$1.39		
\$2.25	Black 36-in. Silk \$1.73		
Black Satin de Paris			
\$2.50	Black 40-in. Silk \$1.69		
\$2.00	Black 36-in. Silk \$1.49		

Men—Do Not Miss

The Second Day's Selling of these

Shirts of Pure Silk and Silk Mixtures

The Best \$5.00, \$4.50 and \$4.00 Shirts

Birthday Sale **\$2.45**

—The first day's selling was brisk—the stocks have been reinforced, and we are prepared for another record-breaking day's sale. There are Manhattan shirts and Lipman-Wolfe special label shirts, made from pure silk and silk mixtures, in the best Fall patterns. All with soft bosoms and French cuffs. In sizes 14 to 17½. —First Floor, Washington St. Entrance



Great Opportunities for the Purchase of Crepe de Chine Underwear

\$4.00 Crepe de Chine Envelope Chemise
Very Special Birthday Sale **\$2.39**

—Two very dainty designs in fine grade crepe de chine envelope chemise, fashioned with yokes in back and front and trimmed with double-thread lace insertion, beading and lace edging. Finished with chiffon rosebuds or satin ribbon bows. In pink and white.

\$4.00 Crepe de Chine Combination Suits, Special Birthday Sale **\$2.98**

—Princess style of combination suits in white and pink crepe de chine modeled with yokes in back, and front formed of fine lace. Drawers trimmed to match.

\$7.00 Gowns of Crepe de Chine
Very Special Birthday Sale **\$4.95**

—Empire style gowns with yokes and sleeves of fine shadow lace insertion, combined with net and satin ribbon finish. Square-neck style, with lace edging, ribbon drawn. In pink and white. —Fourth Floor

New Nottingham Lace Curtains 98c Pair

If Bought to Sell in the Regular Way
Would Cost You \$1.50 to \$1.75 the Pair

—These curtains are attractive enough to adorn any window in the home—they are exceptional in every way—some with plain and others with figured centers, and all with fancy borders. 40 inches wide, 2½ yards long. In white or Arabian color. —Fifth Floor



Swing Picture Frames

\$1.98

Regular \$3.50 and \$4.00
As Illustrated

—Old gold frames, hand carved, and in every size to 10x12 inches. These frames are beautifully finished with gold-burnished lines and can be adjusted to any angle, and come in the same style as illustrated.

—We will fit these frames with the best French glass and fit your pictures to them Free of Charge. —Sixth Floor

The Coiffure Fashion Has Changed

—Unless you have plenty of hair you will require a good switch.

—With the opening of our New Hair Goods Store we are making four most important introductory sales which will help you wonderfully in attaining the latest hair modes.

\$7.50 Human Hair Switches for \$4.48.

—Made of 30-inch hair, three separate strand style, and shown in natural shades.

\$8.00 French Hair Switches for \$5.48

—Made of 26 inches long, best quality French refined hair. In all natural shades and wavy. Three separate strands.

\$1.75 German Transformations—Special \$1.15

\$5.00 French Transformations—Special \$3.98

—All-around-the-head style, in all natural hair shades. —Second Floor

Stationery

25c Pound Linen Paper 12c

—Pure white, cloth finish, perfect writing surface; 96 sheets to the pound.

15c White Linen Envelopes 8c

—To match the above paper. New French-cut flaps. 24 envelopes to package.

\$1.00 Imported Box Paper 48c

—Beautiful, light grade novelty paper, in wonderful tints, tissue-lined envelopes to match; 24 sheets and 24 envelopes in box. —Mezzanine Floor

A Remarkable Offering Birthday Sale

\$27.50

—Fashioned after the advanced modes as shown in the highest-priced garments and shown in the soft, rich, subdued shades of navy, brown, green and in black. Novelty effects, beautifully tailored and finished. Some have fur collars and cuffs; others are embroidered and made in the belted effects. The skirts are plaited and flaring. —One model as illustrated. —Third Floor



Enter—The Latest Plaid Silk Blouses Offered Here in the Birthday Sale Very Special \$3.95



—The latest mode of combining plain silks with plaid silks is introduced in this special group of fine taffeta silk blouses. The fronts, the collars, the cuffs are of the plaid colored silk—and the waists are tucked and hemstitched. New flaring, two-in-one collars, long sleeves and fancy cuffs. One blouse illustrated. —Third Floor

\$3.00 Kayser Wonderfoot Thread Silk Hosiery, Birthday Sale \$1.69

—The foot is made of an interweaving of lisle thread on sole, heel and toe, and reinforced garter top. Made of an extra fine, heavy, pure-thread silk, in black only. A wonderful stocking, as its name implies. —First Floor

New Handkerchiefs

Copies of the Real French and Madeira Embroidery Regular Prices 25c to 50c Each

Birthday Sale 15c

—All pure linen handkerchiefs, with quarter-inch hem, and very fine Swiss handkerchiefs, with Madeiralike edges and embroidered corners. —First Floor

A Lace Selling Event

To Be Numbered Among the Rarities
14, 18, 27 and 36-inch

Lace Flouncings

Regular Prices to \$3.50 the Yard
Birthday Sale **\$1.00**

—It is certain that such a price as this on the most fashionable laces cannot be duplicated, so we advise prompt selection. And laces promise to be in greater favor this season than ever before for the trimming of gowns and waists. Here you will find fine silk Chantilly laces in hand-run effects—Fillets, Craquelle and diamond mesh laces—in cream, white and black. —First Floor

From the Luggage Store

\$4.00 NETTING SUITCASES Heavily bound on all edges and on the corners, straps all around, shirt pocket. Sale.	\$3.00
\$6.50 LEATHER COWHIDE SUITCASE —With straps and inside shirt fold, 24-inch size. Birthday Sale.	\$4.98
\$7.50 LEATHER BAGS Made in three pieces, with sewed corners, leather lined. All sizes. Birthday Sale.	\$4.98

Seventh Floor

Household, Decorative Linens At Prices Lower Than Ever Before

\$4.00 Round Scalloped Linen Table Cloths
Birthday Sale **\$2.98**

—Beautiful quality, full-bleached satin damask, in floral and scroll designs. 64 inches in diameter, scalloped ready for use.

A new importation of real pure linen
Meadow Bleached Cloths and Napkins

—In the new circular patterns, that can be used for round or square tables. Pure Irish linen satin damask of extra fine quality.
\$3.25 cloths, 2x2 yards, \$2.50; \$4.00 cloths, 2x2½ yards, \$3.00; \$4.50 cloths, size 2x3 yards, \$3.50
\$4.00 Napkins to match, 22x22 inches, \$3.25 dozen.

35c Pure Linen Hemstitched Towels 25c
Limited one dozen to a customer.

—Closely woven, all-linen huck, extra heavy, hemstitched ends. Size 20x36 inches.

\$40.00 to \$50.00 Hand Embroidered Madeira Luncheon Cloths \$25.00

—Just about half price, for these exquisite pieces, hand-embroidered centers and hand-embroidered scalloping, on a fine quality of round-thread linen. Cloths measure 72 inches in diameter; come in six new patterns. —Second Floor